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The real value has been our ability to use customer journey maps to educate and bring the customer experience to life with our people and teams.

Carolyn Galvin

Customer Insights Principal Analyst



Challenge

Nuance Healthcare needed to go to the next level of **understanding customers**. The company wanted to **document customers' journeys** to enable continuous updates to reflect current state. The intended result: The ability to inform and inspire the entire division to be **more customer focused**.



Solution

Introduced the **SiriusDecisions Customer Lifecycle Framework** and **SiriusDecisions Customer Experience Design Framework** to help establish a platform to acquire customer insights to transform into meaningful insights. **Mapped more than 10 customer journeys** across different product, service, and support organizations.



Result

- Gained insights **about new opportunities** that Nuance Healthcare can offer to better serve customer needs. These insights have also fueled the **prioritization of work** being done in product development, marketing approaches, support and business processes
- **Improved scores** on customer insights surveys and key customer metrics
- **Increased activity and interest** in customer experience initiatives from all business units